

Content Guidelines for Shaker Schools PTO Newsletters

1. PTO newsletters include only information about activities and events sponsored by school, PTO, or District.
2. District-wide news items will run for a maximum of three weeks unless otherwise requested.
3. Publicity for an after school activity for which the school provides late bus transportation or which PTO provides volunteers is allowed. (Examples include Progress with Chess and Snapology Lego classes.)
4. PTO newsletters do not publicize information about community activities that take place in school buildings, or community activities in which teachers are involved. (For example, a teacher might be a coach of a club sport that uses school facilities. This is a private organization, not a school-sponsored sport, so it is not included in the newsletters.)
5. PTO newsletters do include camps/clinics run by High School sports teams. These are school-sponsored and in addition to supporting the teams, give younger students opportunities to be exposed to the sport and the HS coach so that they can decide if that's what they want to do in high school.

District-wide information for all eight newsletters is compiled by the PTO Council newsletter coordinator and **e-mailed to newsletter editors on Wednesdays**. This ensures that all parents receive consistent District information.

Newsletter blurbs include date, time, and location of events. They should also include contact information (email and phone) so parents can find out further information.

If the blurb mentions a registration form, a link/attachment should be provided to the form.